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# Optimising IP Revenue

Managing, Profiting and Developing Competitive Advantage from your IP Assets

1 – 2 July 2008 Terrass Hôtel, Paris, France



Register now for valuable insights into how to streamline and monetise your intellectual asset portfolio:

- Hear up to date information on the impact of various open sources licenses on your patent portfolio
- Learn how to outsource your R&D and manufacturing to emerging markets without leaving your IP behind
- Find out how to bring an IP development strategy to the board level
- Discover why you should be using a patent holding company to increase your portfolio profit
- Understand the current cross-licensing techniques that can be cooperative and profitable
- Ensure you have the current knowledge from the US, the UK and the EU on business methods patentability, obviousness, wilfulness and interoperability
- Acquire the necessary acumen to build a successful and efficient internal strategy for your patent portfolio
- Successfully negotiate your royalties to ensure accurate reporting for the length of your license

**Introducing Your Chairpersons:** 

Joe Villella

Vice President of Intellectual Property Infineon Technologies AG Plus! Sign-up for our Post-Conference Master Class on Maximising the Efficiency of Your Patent Mining Operations

**Daniel Ebenstein**Partner **Amster Rothstein & Ebenstein LLP** 

**Supporting Sponsor:** 



As the number of patent applications related to computer-implemented business methods and technologies grows, so does the complexity of managing high-tech IP portfolios. Against this backdrop, strategy-focused companies are responding by taking the necessary steps to avoid risk and maintain a competitive edge within the market by reassessing their intellectual asset management policies. Join us at C5's Advanced Forum on Optimising IP Revenue, the only European event bringing together a high number of corporate attendees from a cross-section of industries and geographies, to discuss best practices.

Patent applications for computer-based inventions have the highest growth rate among all patent categories presented to the European Patent Office over the last few years. (EPO 2008)

As well as assembling a world-class faculty and first-rate opportunities for in-depth learning through workshops, case study presentations, case law and legislative updates, the conference offers unique networking opportunities. Join us in Paris to get up-to-the-minute information on creative licensing strategies being used by your competitors, emerging case law and legislation and how to maintain market share and take advantage of IP opportunities in emerging markets.

All participants will also receive a comprehensive set of written materials prepared by the speakers for the conference. These are invaluable reference materials which you will use again and again long after the conference is over. Seats at this unique event are sure to go quickly. Register today by calling +44 [0] 20 7878 6888, by faxing your registration form to +44 [0] 20 7878 6896 or by registering online at www.C5-Online.com/HighTechIP.

#### **Meet Your Chairpersons:**



#### **Daniel Ebenstein** Partner

#### **Amster Rothstein & Ebenstein**

Mr. Ebenstein advises and litigates all aspects of patent and trademark matters. His practice focuses on litigation of patent and trademark matters in federal courts in the U.S. and in arbitration; negotiation and drafting of complex intellectual property agreements, including intellectual property licenses and joint ventures for new product development; and advising clients in the evaluation of patent and trademark conflicts. His areas of technology are primarily electrical, communications, computers, and mechanical arts.

#### Joe Villella

Vice President of Intellectual Property

#### **Infineon Technologies AG**

As Vice President of Intellectual Property for Infineon Technologies AG, Mr. Villella is responsible for Infineon's worldwide intellectual property matters including patent licensing and litigation. Prior to joining Infineon, he was Chief Patent Counsel at Seagate Technology and previously spent a twenty year career in IBM's Intellectual Property Department working in a variety of technology areas in locations ranging from New York to Silicon Valley to Tokyo. Mr. Villella is registered to practice before the US Patent and Trademark Office and is a member of the State Bars of Texas and California.

#### Who Should Attend

- General, IP and **Patent Counsel**
- **Intellectual Asset Management Professionals**
- **Licensing Executives**
- **Lawyers From TMT or IP Practice Groups**
- **Patent Agents and IP Consultants**

#### **Networking Event**



#### CHAMPAGNE TASTING CRUISE IN PARIS

After meeting at the dock by the Eiffel Tower, attendees will assemble inside a private room at the front of the boat before cruising down the Seine River and enjoy Champagnes Brut, Demi-Sec and Rose. As the champagne flows and valuable new contacts are made, attendees will enjoy a sommelier's presentation as well as a tour guide's commentary on famous monuments such as the Eiffel Tower, the Louvre, Musee d'Orsay and the Grand Palais.



#### Tuesday 1 July 2008

#### 8.15 Registration and Coffee

#### 8.30 Opening Remarks from Conference Chair

Daniel Ebenstein
Partner
Amster Rothstein & Ebenstein

#### **Corporate IP Strategies**

## 8.45 Exploring the Spectrum of Strategies for Exploiting your IP Portfolio

John Mulgrew
Senior Attorney
Microsoft Corporation

- Assessing the efficiency of the strategy currently employed by your company
- Understanding the different approaches taken when inventorying the portfolio for litigation as opposed to collaboration
  - Clarifying why you are suing and how this impacts your approach: is your company suing to protect your portfolio or suing to remove the competition?
- Determining which type of intellectual property is the most profitable for your particular company
- Lessons and examples from Microsoft on how to cultivate a successful IP portfolio
  - why Microsoft has chosen a conservative approach to managing IP and how this has affected the portfolio performance
  - when to use trademark licensing

Mr Mulgrew joined Microsoft 4 years ago, working primarily in the area of patent analysis, which involved using the Microsoft portfolio to provide legal support for standards group activity, licensing, and litigation. In 2007 he assumed a new role supporting MSR Cambridge as well as providing IP support for Microsoft's EMEA offices.

## 9.30 Organising your IP Portfolio to Ensure Optimum Protection and Generate Maximum Revenue

Laure van Oudheusden-Perset Senior Director, Country Manager, IP & S France Philips Intellectual Property & Standards

- How to inventory and audit your portfolio to understand the potential profit and losses
  - determining which part of your portfolio is performing and how it can generate more revenue
  - what should you do with underperforming assets?
  - determining the best approach for purchased IP vs. developed IP
- Ensuring you have efficient IP processes in place
  - developing rules for efficient portfolio maintenance and accurate valuation
  - motivating employees to drive new business streams and revenue
- Avoiding easy mistakes with costly repercussions
  - failing to pay maintenance fees
  - failing to file in necessary jurisdictions

Ms van Oudheusden-Perset started at Philips in the IP department as a trainee patent engineer and shortly thereafter was promoted General Manager of the Paris office of Philips IP &S. She is responsible for supporting value creation by managing people and internal/external relationships in France.

#### 10.15 Networking Break

## Setting Priorities and Obtaining Board Approval for Your IP Development Strategy

John Lowe General Counsel Qioptig

10.45

- Convincing the Board of Directors of the importance of an intellectual property development strategy
- Developing an action plan designed to get the board to buy into the IP development strategy
- understanding the company's current IP position: conducting an effective audit
- obtaining buy-in for your IP development strategy
- Setting initial objectives for the IP development strategy
  - the importance of partnering with the research and development teams
- Identifying outside resources to assist with the IP development program
- Incorporating the IP development program into new projects
- · Ensuring that the necessary resources are available
- · Regular reporting to the Board of Directors

Prior to joining Qioptiq, Mr Lowe was a diplomat in the US diplomatic service before working as a US attorney in Italy and joining the legal department of a major telecommunications equipment supplier. Mr Lowe joined Qioptiq from Orrick, Herrington & Sutcliffe. He has been the General Counsel since 2006.

## 11.30 Maximising Trade secret Value and Preventing Misappropriation

Olivier Banchereau
Counsel / Avocat a la Cour
Intellectual Property, Media and Technology
Lovells

- Auditing the company's trade secret practices and identifying means for improving them
- Determining which route will yield the best results: trade secret or patent protection
- Implementing ironclad employment practices to ensure maximum protection
  - contract and HR practices you need to implement
  - increasing employee awareness of trade secret practices
- Designing and developing your trade secret preservation programme
- Ensuring trade secret protection overseas
- When to initiate trade-secret related litigation
- Overcoming the unique challenges of preserving trade secrets in a high-tech environment

Mr. Banchereau is a Counsel of Lovells in the Paris Office's IPMT department. He has been a member of the Paris Bar since January 1996 and joined Lovells in 2000. He has significant experience in all fields of intellectual property law and particularly in patent and knowhow dispute resolution, which allow him to deal with national and international multi-jurisdictional disputes.

#### 12.15 Lunch

#### **Licensing and Monetisation**

## 1.30 Successfully Managing the Relationship between Standardisation, Competition, and Licensing

Ruben Schellingerhout Case-Manager

**European Commission, DG Competition, Information Industries, Internet and Consumer Electronics** 

Stephane Tronchon
Legal Counsel, IPR Policy & Compliance Group, EU
QUALCOMM Incorporated

 Overview of the current economic and legal framework relating to standardisation

- The role of an anti-trust regulator in standardisation
- Does standardisation confer market power?
- Determining the competition issues in standard setting
  - assessing patent ambush
- Licensing under FRAND
  - update on the current thinking on FRAND
  - should FRAND be industry specific?
- · Understanding ex ante regimes in standards bodies

Mr Schellingerhout is responsible for working on cases relating technology, the internet and consumer electronics, including high-profile cases such as the Rambus case on 'patent ambush'. He also monitors developments in standard-setting bodies, especially with regard to intellectual property rights.

Mr Tronchon represents QUALCOMM S.A.R.L. and addresses relevant IPR issues in different venues throughout the world including the IPR Working Groups of ETSI, EICTA European, the International Telecommunication Union (ITU) and also various groups in the USA. He also acts as a liaison to ANSI and TIA in the United States.

#### 2.15 How Patent Pools can be Utilised to Maximise Profit from Standardised Technology

#### Helene Jay Licensing Business Manager Via Licensing

- Licensing through patent pools versus other aggressive methods of generating profit on IP
- Assessing the benefits for licensees and licensors of using patent pools
  - determining the pool's ability to share costs while generating revenue
  - ability to commercialise the portfolio and associated tax and price issues
  - discussion on predictability, transparency and equality for licensees
  - understanding how joining the pool versus individual licensing IP can help maintain a competitive royalty stream

Ms Jay started her career as in-house Counsel with the European Standardisation Body, ETSI. Before joining Via, Ms Jay spent five years in Montréal, Canada as VP Licensing with the patent pool administrator SiproLab- VoiceAge and with the law firm McCarthy Tétrault as a Telecommunications Consultant. Ms Jay joined Via in July 2004.

#### 3.00 Networking Break

## 3.30 Generating Profit through Cooperation: Defensive Use of your Patent Portfolio

#### Yann Dietrich General Counsel

#### **LiMo Foundation**

- Building a defensive strategy as a tool to value your IPR
  - defensive publication, patent suspension and reciprocity
- Conceiving your cross-licensing strategy by adapting it to your value chain
  - managing patent exhaustion
  - understanding the downstream and upstream effect of your cross-licensing
- Beyond traditional portfolio management: how to build an IP safe harbour that benefits your company and IP eco-system
  - Lessons from the LiMo Foundation

Over the past 10 years Mr Dietrich has been the head of the legal dept of the France Telecom/Orange IP & licensing division, the EMEA Chief IP counsel for Intel, and has contributed to the IPR policies of several international organisations such as ITU-T, OMA and ETSI.

#### Getting the Most out of the Negotiating and Auditing Process to Obtain Maximum Royalties from your Licensees

Andre-Pascal Chauvin VP, Licensing Alliacense

Ranjit Auluk

4.15

Partner, Licensing Strategies

#### **Pricewaterhouse Coopers**

- Understanding what major pitfalls you need to avoid during the license negotiation process
  - what are the obvious and hidden dangers that are often overlooked?
  - tailoring the negotiating process to fit the licensed product
- Determining when royalty misreporting should prompt further negotiation
- Avoiding errors by catching the early signs of improper accounting
- Ensuring contract interpretation by clearly defining terms at the beginning to save revenue later
  - What's reasonable now what's reasonable further down the line?
- Exploring the audit process
  - determining the criteria for launching an audit
  - when to launch a royalty audit

Mr Chauvin is primarily responsible for all Alliacense licensing programs in Europe. He spent his prior 18 years with Alcatel Group (now Alcatel-Lucent), most recently as VP of Global IPR Strategy and Valorization for seven years. A former Labour Court Magistrate in the Paris area, he holds degrees in Finance and Economy from Institut d'études Politiques de Paris.

Mr Auluk has been with PricewaterhouseCoopers for 17 years and is a Partner in PwC's Licensing Management practice. As well as assisting licensors with developing, implementing and executing Licensing Compliance programmes, he has performed forensic based royalty examinations and investigations for some of the world's leading licensors across EMEA and North America.

## 5.00 Co-Chair Closing Remarks & Conference Adjourns for the Day

7.00 Networking Champagne Tasting



Wednesday 2 July 2008

#### 8.00 Registration and Coffee

#### 8.30 Opening Remarks from Conference Chair

Joe Villella
Vice President of Intellectual Property
Infineon Technologies AG

**International Developments** 

#### 8.45 US Patent Litigation Update

#### Charles Macedo

Partner

#### **Amster Rothstein & Ebenstein**

Patent disputes in the U.S. can be resolved in a variety of different forums, either separately or in conjunction with each other. Learn about the different forums available to address patent disputes in the U.S., including U.S. Courts, International Trade Commission Investigations and post-issuance proceedings at the U.S. Patent and Trademark Office. For each forum, learn about:

- The timing, costs and procedures
- · Relative advantages and disadvantages
- Review case examples of how each process works
- Strategic guides on how to select and best utilise each option

Charles R. Macedo advises and litigates in all areas of intellectual property law, including patent, trademark and copyright law, with a special emphasis in complex litigation. He also assists clients in obtaining, maintaining and enforcing patent and trademark portfolios.

9.30 Assessing the Existing Condition in China: How the Chinese Market Can Become a Profitable Part of your IP Strategy

#### Ben Goodger Partner

#### **Rouse & Co International**

- Assessing common misconceptions about the Chinese IP system
- Understanding the fundamental importance of forward planning when protecting your IP in China
  - legal and practical steps high-tech industries should take in protecting themselves when doing business in China
- Tackling the reality of trying to register and enforce patents in China: what works, what doesn't?
- Prohibited, Restricted or Permitted: practical insight into China's technology transfer regulations
- Moving beyond manufacturing: understanding outsourcing R&D to Chinese companies
- Developing robust ties with the advancing Chinese tech community
  - distributing products that have been developed and manufactured in China
- Leveraging creative opportunities
  - When should you think about selling patent portfolios to China?

From 2002 to 2004 Mr Goodger headed up Rouse's office in Shanghai, China. He is currently the International Service Head of Commercial IP services and deals mainly in advice on managing and protecting IP assets in China, high-tech trade mark protection/brand management, and computers and internet related law.

#### 10.15 Networking Break

## 10.45 Refreshing your European Enforcement Strategy: Staying on Top of New Developments that Affect your Rights

#### Marina Cousté Managing Partner

#### Howrey

- Understanding the new national laws of various European Countries currently implementing the Enforcement Directive n° 2004/48
  - Belgium, France, Germany, Netherlands and UK
  - update on the first decisions rendered under the new national laws
- Comparison of patent court systems in Europe and their approach to high-tech patents, including
  - ordinary and summary procedure on the merits
  - preliminary injunction proceedings
- Comparison of probatory measures as granted in European jurisdictions, in particular
  - measures regarding evidence gathering and document preservation (saisie contrafacon)
  - right of information and disclosure issues
- Understanding key provisory measures in Europe
- Update on damages awarded in different jurisdictions
- · Comparison of patent litigation costs across Europe

With over twenty years of experience in all areas of IP, including litigation, prosecution and counselling, Ms. Cousté has particular expertise in high technology patents and life sciences industrial property. As well as being Managing Partner of Howrey's Paris office, her clients belong to the most prestigious companies in their field of activity including pharmaceuticals, electronics, biotechnology and consumer goods sectors.

#### The 'Troll' Debate

## 11.30 Current Understanding and Status of Patent Holding Companies v. Patent Trolls

Joe Villella

Vice President of Intellectual Property
Infineon Technologies AG

Andre-Pascal Chauvin VP, Licensing Alliacense

Maya Eckstein Partner

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#### **Hunton & Williams**

Despite continued harsh public sentiment against so-called 'patent trolls', and their acquisition of patents in an effort to generate revenue from royalties and sizeable infringement awards, focus is gradually shifting to corporations, manufacturers, developers and users of IP who actively employ such entities to manage and monetise their IP, as well as to other holding companies. How should universities and research foundations, or corporations who manufacture products or provide services, but seek to monetise patents that they do not use in their regular business be classified? As the divide between holding company and 'troll' becomes increasingly less black and white, join the debate as panel members discuss:

- Perceptions of patent holding companies (PHCs)
  - misuse of the injunctive process
  - starting litigation from the bottom of the implementation chain
- What is the PHC perspective?
  - analysing non-traditional patent holding companies including universities, research foundations, and other entities that monetise patents they don't otherwise use
- Economic motivation: making the negotiation process more efficient by understanding the PHC perspective
- · Update on recent case law affecting the rights of PHCs
  - US case law restricting the right to injunctions
  - US patent rules restricting the use of continuation applications
- Benefits and drawbacks to using a PHC
  - outsourcing portions for your patent portfolio
  - tax benefits

As Vice President of Intellectual Property for Infineon Technologies AG, Mr. Villella is responsible for Infineon's worldwide intellectual property matters including patent licensing and litigation. Prior to joining Infineon, he was Chief Patent Counsel at Seagate Technology and previously spent a twenty year career in IBM's Intellectual Property Department working in a variety of technology areas in locations ranging from New York to Silicon Valley to Tokyo. Mr. Villella is registered to practice before the US Patent and Trademark Office and is a member of the State Bars of Texas and California.

Mr Chauvin is primarily responsible for all Alliacense licensing programs in Europe. He spent his prior 18 years with Alcatel Group (now Alcatel-Lucent), most recently as VP of Global IPR Strategy and Valuation for seven years. A former Labour Court Magistrate in the Paris area, he holds degrees in Finance and Economy from Institut d'études Politiques de Paris.

As a Patent and IP litigator, Ms Eckstein advises companies and organisations on how to protect intellectual property rights. She represents plaintiffs and defendants in patent infringement litigation, and counsels clients on a wide variety of IP issues. Ms Eckstein also was a Judicial Clerk, Hon. Roger L. Gregory, U.S. Court of Appeals for the Fourth Circuit, 2001.

#### 12.30 Lunch

To register call +44 (0) 20 7878 6888 OR fax +44 (0) 20 7878 6896

#### **Current Legal Developments**

## 1.45 Critical Updates from the US, EU and UK on IP Case Law and Legislative Developments

Timothy May Partner

Finnegan, Henderson, Farabow, Garrett & Dunner

Chris Thornham Associate SJ Berwin

#### John Mulgrew

#### **Microsoft**

- Understanding the impact of recent fundamental shifts in U.S. patent law
  - KSR's affect on prosecution and enforcement one year later
  - patentable subject-matter of high-tech after the Federal Circuit's *Nuijten*, *Comiskey*, and *Bilski* trilogy
  - the impact of Seagate on opinion practice and wilful infringement
- Key recent decisions from the UK and Europe
  - the UK/EPO divergence on patentability of software
  - evolving UK law regarding declarations of non-essentiality
  - remedies for patent infringement in the high-tech industry
- An in-house view
  - perspective from an in-house counsel on how the above US, UK, and EU case law affects corporate strategies and IP management

Prior to joining Finnegan, Mr. May worked at the U.S. Patent and Trademark Office from 1992-1996, where he examined patent applications relating to digital communications, image analysis, and testing and measurement devices. He is now a partner in the Electrical and Computer Technology Practice Group.

Mr. Thornham is a senior patent lawyer within the Intellectual Property Group of SJ Berwin. Mr. Thornham works with patent agents and overseas patent lawyers supporting co-ordinate disputes and advice in Europe and elsewhere in the world. He writes regularly for intellectual property journals and sits on the Editorial Board of Patent World.

## 3.00 Exchanging Information on Prior Art through the Peer-to-Patent Pilot Program

#### Julyan Elbro

### Deputy Director, Intellectual Property and Innovation Directorate

The community patent review is a pilot project which began in July 2007 as a collaboration between the USPTO and New York Law School's Institute for Information Law and Policy, sponsored by tech giants like HP, IBM, Microsoft and Red Hat. The project aims to facilitate public collaboration to identify the prior art most relevant to published patent applications and forward the same to patent examiners. At present, the pilot is limited to 250 patent applications for software inventions and the UK is considering implementing a similar program in the summer of 2008. This session will cover:

- · The US Peer-to-Patent pilot program, one year later
  - user comments on the programem: is it seen as useful or as overwhelming?
  - judging the effectiveness of user-submitted prior art
  - has the program actually enabled potential submitters to interact?
- The UK and possible EPO implementation of the program
  - how will the program change under UK and EU law?

Mr. Elbro has spent several years at the UK-IPO in the policy area, covering a range of portfolios, including biotechnology, pharmaceuticals, and the WTO Trade-related aspects of the Intellectual Property Agreement. He is now head of an examining group in the image-processing area and project manger for the UK version of the peer-to-patent project.

**Open Source** 

#### Evaluating the Impact of Various Open Source Licenses on Your Patent Portfolio

#### Matthew R. Hogg

4.15

Vice President, EMEA Technology Leader

#### **Marsh Global Communications, Media & Technology Practice**

- Drilling down into the impact of the patent provisions in each OS license
- Understanding the rights given when providing your software as open source
- Examining your disclosure obligations under open source
- The US and EU view on the perceived implied license of GPL2
  - what is permitted under an implied obvious/useful license?

Matthew is an expert in intellectual property, reputation, cyber and open source software risk and insurance. He is the EMEA Technology Leader with emphasis on risk management and insurance advice for software and hardware companies. In recent months Marsh both advised the client and then placed the first ever insurance product to enable an open source company to indemnify its customers for intellectual property claims as a result of using the open source technology.

5.00 Getting the Best of Both Worlds: Strategies for Obtaining the Commercial Benefits of Open Source Software Use without Disclosing Trade Secrets or Triggering Potential Patent Assertion Waivers

#### Daniel Egger Chief Executive Officer

**Open Source Risk Management** 

- Understanding the so-called "Copyleft" GPL 2.0 License and its role in the commercial success of Linux
- How "Copyleft" mandatory code disclosure obligations are being interpreted and enforced by open source developers
  - summary of Copyleft litigation and major disputes to date worldwide
  - overview of how they have been adjudicated or settled
- Managing the co-existence of open source and trade secrets in a single device
  - cell phones and other examples
- Reconciling Copyleft with other obligations to third-parties, such as FCC and EU confidentiality and privacy rules
- Interplay of Copyleft and patent assertion waiver requirements: what patent lawyers must know about the impact of Copyleft
- Managing code audits: assessing, valuing, mitigating, and transferring open source financial risk in M&A and other realworld contexts

Mr. Egger's technical expertise is in the practical application of computationally-intensive statistical methods to data-mining, pattern-matching, risk-modelling, and search. Mr. Egger is also a lawyer with extensive experience in software intellectual property issues. In 2003 he founded OSRM to address the new class of corporate IP risks arising from the widespread commercial adoption of Linux and other Open Source software.

## 5.45 Closing Remarks from Chair and Close of Conference

\*Denotes speaker to be confirmed

"C5 conferences consistently offer excellent practical advice and cutting-edge content. I would not fail to recommend them to any senior executive or member of the legal profession."

Counsel, Sony

#### 3.45 Networking Break

#### **Post-Conference Master Class**

3 July 2008 - 9.00 to 12.00

#### **Maximising the Efficiency of Your Patent Mining Operations**

Facilitated by



Daniel Ebenstein
Partner
Amster Rothstein & Ebenstein



Charles Macedo
Partner
Amster Rothstein & Ebenstein

Understanding what innovations your company has and tapping into those innovations is one of the greatest challenges an patent department in any corporation, large or small, often has. This master class is directed to providing a road map to in house corporate patent departments on how to identify, gather, select and prioritize inventions to cover in patent applications, publish to become prior art and maintain trade secrets.

Your expert workshop leaders will facilitate a discussion walking through the steps corporate legal department should perform to maximise its patent mining operations including:

- How to identify areas of innovation and target potential patent applications
- · How to work with management and key innovative employees to obtain buy in and participation
- Provide guidelines on prioritising where and how to spend budget
- Provide strategic guidelines on how to implement your patent mining programs

**Daniel Ebenstein** and **Charles R. Macedo** advise and litigate in all areas of intellectual property law, including patent, trademark and copyright law, with a special emphasis in complex litigation. They also assists clients in obtaining, maintaining and enforcing patent and trademark portfolios.

#### ABOUT OUR SPONSOR



For over half a century, **Amster, Rothstein & Ebenstein LLP** has focused exclusively on all facets of intellectual property law, representing clients worldwide in industries ranging from semiconductors and MEMS to apparel and retailing, and life sciences and medical devices to consumer electronics and financial services. When faced with complex intellectual property issues, many of the world's leading multinational corporations turn to the attorneys of **Amster, Rothstein & Ebenstein LLP. www.arelaw.com** 

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#### **ADMINISTRATION DETAILS**

#### CONFERENCE

**Date:** 1 − 2 July 2008

Time: 8.45am (Registration and distribution of documentation from 8:15am)

Venue: Terrass Hôtel

Address: 12-14 rue Joseph-de-Maistre, 75018 Paris, France

Metro: Place de Clichy Station (line nº 13) Blanche Station (line n° 2)

MASTER CLASS

 $\label{thm:condition} \mbox{Time: } 9.00\mbox{am} - 12.00\mbox{pm} \mbox{ (Registration and distribution of documentation from } 8.30\mbox{am)}$ 

#### HOTEL ACCOMMODATION

An allocation of bedrooms is being held for delegates at a negotiated rate until 30 May 2008. Please call Venue Search on +44 (0) 20 8541 5656 or email beds@venuesearch.co.uk. Please note that lower rates may be available when booking via the internet or direct with the hotel, but different cancellation policies may apply.

#### CONTINUING EDUCATION

13 hours (conference only) or 16 hours (conference plus master class) towards Continuing Professional Development hours (Law Society Reference No: BJEUFO).

#### DOCUMENTATION

If you are not able to attend, you can buy copies of the presentations provided to delegates on the day of the event. Please send us this completed booking form together with payment of £350 per copy requested. For further information please call +44 (0) 207 878 6888 or email enquiries@c5-online.com.

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